

SEPTEMBER 2009

# CheckUP

**It's a Match!** Who chose whom, page 6



A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley  
Health Network**



## Don't Tell; Ask

This new way of thinking will help us eliminate waste and become more efficient

I know it's coming: the phase when my 3-year-old twin granddaughters start repeatedly asking "why?" about everything. The never-ending questions (times two toddlers) may take a toll on my nerves, but it speaks to the innocent curiosity of children. In return, they expect me to have the answer, and I most certainly will.

But there's something to be said about allowing people to discover the answer on their own, especially when the answer is not so apparent. For instance, emergency department (ED) colleagues recognized length of stay was long for patients who required CT scans. They wanted to know why, since it was affecting the ED's capacity, or ability to care for more patients. So they used the A3 Thinking methodology (outlined on page 4) to develop a solution.

Part of the A3 Thinking includes asking questions. It's not looking toward a manager for the answer (even if they think they have it); but using questions to discover the answer on your own. It's about using questions to uncover the root of the problem and then find a solution. In a sense, it's returning to that childhood innocence and looking at a situation with fresh perspective.

We should recognize that not one person has the solution. It's a team effort. Everyone has a role to play in our patient care, so therefore, everyone has role to play in solving problems. Managers are encouraged to make sure those working on problem-solving have the tools and resources they need to implement solutions.

Over the next few months, as new words (like A3 Thinking and the gemba) and acronyms (like SPPI) are incorporated into our lingo, I encourage you to become familiar with them and embrace them. This is the route we've chosen to eliminate waste and work more efficiently—to ultimately improve our bottom line and preserve our workforce. I am confident it's the right path.

I, too, am using A3. On page 10, you'll learn about our administrative consolidation to the former Mack Trucks World Headquarters. This initiative is more than finding space for 1,000 employees. We want to create more efficient, productive workspaces for our administrative staff. So, we're going to be asking questions—a lot of them.

As you conduct your work every day, I encourage you to follow my new mantra: Don't tell; ask. And if anyone has advice for the toddler "whys," I'm all ears.

*Stuart Paxton*  
Chief Operating Officer



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## We're now online at lvhn.org

Our Web site address has changed to reflect our Lehigh Valley Health Network name. You'll find all the same great health information and more at lvhn.org. Find *CheckUp* online at lvhn.org/checkup.





## She Creates Safe Places to Work

Holly Ehrenfried is passionate about rehab. Her expertise enhances the distribution of her other passion: chocolate.

Holly Ehrenfried didn't think life could get any better than the day she found herself in the chocolate morsels aisle of Nestle's Breinigsville distribution center. "It was a chocolate lover's dream," she says. However, Ehrenfried wasn't thinking about baking cookies. She was eyeing up the shelves and equipment to keep Nestle's workers safe.

As an industrial rehab coordinator for the health network's rehabilitation services department, Ehrenfried is specially educated to look at a workspace and determine how it can be made safer. For instance, heavy boxes should be on low shelves and light boxes on high shelves. She shows workers how to turn their feet when lifting, rather than twisting their bodies. For 16 years, she has assisted companies that contract with HealthWorks and worked with employees injured on the job.

"I find it interesting to understand how people get injured at work," Ehrenfried says. "I get them back to work so they can lead more purposeful, fulfilling lives, and in some cases, overcome a condition that has plagued them for years."

This past year, after developing a successful safe workplace and injury prevention program for Nestle's Breinigsville location, Ehrenfried was asked to do the same for its distribution centers in Los Angeles, Atlanta, Chicago and Fort Worth, Texas. "I became a

corporate traveler," says Ehrenfried, who had never rented a car. "It was an amazing experience and brought national exposure to our health network."

Her expertise helps her health network colleagues as well. "Hospitals have one of the highest rates of worker's compensation injuries, called 'strains and sprains,'" Ehrenfried says. She recently developed a patient handling and movement class for unlicensed staff to help reduce injuries.

Before joining HealthWorks, Ehrenfried cared for people with worker's compensation injuries—most of which could have been prevented. She first witnessed the correlation during a college internship in 1988 with an occupational therapist who provided ergonomic consultation to Warner Bros. The company had just started manufacturing compact discs, and workers were getting a lot of wrist injuries. "We provided occupational therapy and evaluated how they were doing their work," she says.

Ehrenfried's passion is sparked when she is able to help a company that's tried about everything and is at its wit's end. The bonus: seeing how different things are manufactured, from rope to American cheese, and of course, chocolate.

—Jennifer Beresch



# We're Getting Leaner, One Sheet at a Time

A3 Thinking paves our way toward becoming a better, more efficient health network

Did your manager come back from the recent leadership retreat abuzz about A3 Thinking methodology? "A3" is another term for an 11-by-17-inch sheet of paper (the size of these two pages). On it, you map out a problem and find a solution. The actual format isn't crucial, but thinking through the problem and root cause, and then documenting all the elements on one page is. You will be using A3 Thinking as your department works through goals and addresses problems. Read on to see how you can use A3 Thinking, part of our System for Partners in Performance Improvement (SPPI). Plus, get a sneak peek at how emergency department (ED) colleagues, led by David Richardson, M.D., and Rick Mackenzie, M.D., are using A3 Thinking (they're in the middle of solving several inefficiencies) to meet their goals. Stay tuned for A3 eLearning curriculum, available this month.

## I. Background

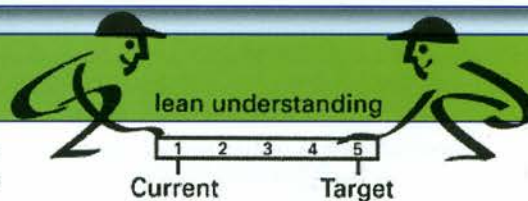
**Identify and explain the reasons for the problem. Why are you talking about this issue?**

*In the ED:* The ED has identified that approximately 25 to 30 percent of ED patients have a CT scan. They believe obtaining a CT scan adds time to length of stay, delays bed requests and increases the time it takes to get patients to surgery. They want to reduce length of stay in patients who receive CT scans, and eliminate the CTs that don't change care (add value), because they know that increased length of stay reduces the ED's ability to care for more patients.

## II. Current Conditions

**Describe the problem clearly (how much, how long, how many?). Go to the gemba (where the work is done) to talk with colleagues to fully grasp the current situation.**

*In the ED:* The average ED lengths of stay for three common conditions requiring CT scans are 6.5 hours for appendicitis, 6 hours for diverticulitis and 4 hours for kidney pain. To accurately capture the current conditions, one person monitored 24 CT scans. He learned patients wait 105 minutes from the time a scan is ordered until it takes place. Preparing a patient for a scan and the actual scan takes a total of 15 minutes.



## III. Goals/Targets (Desired Condition)

**Identify the desired outcomes or target. Address why you selected those outcomes. (If the problem is fixed, how much more quickly, smoothly, etc. would your job be?)**

*In the ED:* Ultimately, the ED would like to decrease the ED stay for patients requiring a CT scan by 30 percent. That means a kidney pain patient would stay in the ED for 2.8 hours, instead of 4—allowing the ED to care for more patients.



## IV. Analysis

Figure out what created the gap between the current condition and the desired condition. Get to the root cause(s) of the problem. Use tools, such as the “The Five Whys,” which entails asking “why” until you get to the underlying cause. If you haven’t already done so, make sure to engage colleagues and key stakeholders to ensure you’ve painted an accurate picture so far.

*In the ED:* Multiple reasons could add to ED length of stay for patients who require a CT: physicians ordering too many CT scans, undefined CT scan priority, incorrect CT orders, patients not ready when transport arrives or incorrect forms for transport. They are validating they have gotten to the root cause currently.



## V. Proposed Countermeasures



Develop proposed solutions to reach the future state. How will your proposed countermeasures affect the root cause to achieve the target?

*In the ED:* Our ED colleagues are doing this now. They’re getting feedback on what they’ve learned about how CT scans affect length of stay.

## VI. Plan

Having tested your proposed countermeasures, develop your plan, including what activities are needed, who will be responsible for what, and when. Include indicators of performance, and then implement your plan.



## VII. Follow-Up

Regularly review the A3 and evaluate how close you are to closing the gap between the current condition and the target condition. Capture and share any learnings you have had. Remember: Ensure ongoing PDCA!

*Plan:* Figure out who will do what, how they will do it, when they will do it, and how everything will be monitored.

*Do:* Try the new process.

*Check:* Evaluate the new process.

*Act:* If your new process isn’t working, tweak it with what you’ve learned. Once it’s working, standardize the process and educate everyone.

—Amy Koch



### Managing to Learn

Close to 400 health network managers attended the Leadership Retreat in July. John Shook, a nationally recognized efficiency guru and author of the book “Managing to Learn,” imparted his knowledge and experience. During the retreat, leaders such as (l-r) Peg Stroup, Donna Stevens, Lou Lukas, M.D., and Ann Casterlin, learned how to use the A3 management process to solve problems, gain agreement, mentor and lead.



# It's a Match!

**Barks, oinks and (what sound does a lizard make?).**  
**Meet colleagues' truly unique companions.**

*To make a perfect pair, owners shouldn't pick their pets...pets should pick their owners. For these colleagues and their pets, it's not so clear who chose whom. One thing is for sure: they are all matches!*



## Two peas in a pod

A year ago **Jackie Svrcek** rescued Luna, a 5-year-old Staffordshire terrier, from a shelter. Luna had been abused by her original owners who intended to train her as a fighting dog. When they first met, Luna jumped up on Svrcek, an exercise physiologist, and licked her face. It was love at first sight. "I couldn't wait to give this dog the home she deserved," she says. Now they're best pals. When Svrcek is sad, Luna is there to cuddle. When she's happy, Luna jumps in celebration. While in the shelter, Luna passed the canine good citizenship test but was still wary of new people. Svrcek worked hard to socialize Luna, and now she is friendly and obedient to everyone she meets. "I can't imagine what her fate would have been," Svrcek says.

## The cat's meow

Perhaps **Brenda Covely's** greatest ally is her cat, Jasmine (held by Covely's daughter, Erin, left). When she needs support during a debate with her husband, she looks to the cat, who offers a loyal meow (with inflection) as though she agrees. Covely, a benefits analyst with Spectrum Administrators, adopted Jasmine and her brother, O'Malley (right), as kittens after seeing an ad on MarketPlace. Each has its way of making Covely smile. O'Malley comes running whenever he hears the potato chip container open. Both cats share affection for water and will sit on the side of the tub while someone is bathing. "We learned quickly to make sure the toilet seat is down," Covely says.







### Hog wild

Baconette is not a house pet, but you'll often find her napping on the enclosed landing of **Marlene Boyer's** home. "It's the only place she's allowed to go inside," says Boyer, a medical records technician. "She can pull open the storm door on her own." Baconette, a 5-year-old pot belly pig, likes to eat—a lot. Whatever food Boyer's 45 chickens, two horses, dog and stray cats drop, Baconette is quick to rescue. However, the vet was quick to put her on a restrictive diet, and she is successfully shedding her excess pounds.

### Woman's best friends

How many dogs are too many? "Seven," says **Sheri Bowman**, an emergency department coding supervisor, the owner of six Chihuahuas: Martini, Pico, Macio, Lilly, Gracie and Lexi. Some she found on MarketPlace; others were rescued. All are unique. Martini is the oldest. Pico is the smartest. Macio is the meteorologist (if it's raining or snowing, he won't come out of his crate). Lilly and Gracie love to dress up—Lilly in her pink sequined sweater and Grace in her pink and black velvet dress. Lexie just gave birth to six puppies (all spoken for). "I'd love to keep them, but six is definitely enough," Bowman says.



### Down on the farm

Five years ago, **Roz Schira** who works for OACIS Services, home care and hospice, fulfilled her childhood dream when she and her husband purchased a 5-acre farm. They have since filled it with five goats (Candy Cane, Randy Roo, Baby Baby, Pippy and Lucky), two horses, nine chickens and four turkeys. "In the morning before work, we do all the chores. At night, we play and cuddle with them," Schira says. The rising star of the farm: Candy Cane (pictured). She helps Lehigh Career and Technical Institute students raise money by daring their favorite teacher to kiss Candy Cane. This year, the money raised went to Autism Speaks.

### Perfeccione el par

When a cousin graduated from college and had to give up his bearded dragon, **Katrina Fritz, R.N.**, cardiac quality liaison, agreed to take him. The 2-foot-long lizard, Eschabar, has become an important member of her family. However, he's not crazy about being the center of attention. "We took him to church. When all the kids wanted to touch him, he froze up and his beard got black," Fritz says. Once he felt safe again on her shoulder, his color returned, and he was happily paraded up and down the pews, held by Fritz's son. Fritz also has two purebred Boston terriers (Aurora and Carson, a champion).





# Diversity Dynamics

Pointers on  
cultural etiquette  
can foster  
colleague and  
patient relations

Look around your workspace. Do you see family snapshots, posters of places you lived, crafts from your birthplace or religious symbols? One thing's for sure: the symbols of your background, heritage and beliefs differ from your neighbor's.

"Every employee has a rich cultural background," says diversity/cultural liaison Judy Sabino. Our workforce includes Caucasians (89 percent of colleagues), Latinos, African Americans and Asians from many parts of the continent, including India. Ethnicity is just one aspect of diversity.

"People are different. They come from different generations, have various religious beliefs and may or may not be lifelong residents of the Lehigh Valley," says Sabino, who co-chairs the Cultural Awareness Implementation Team. It's just one aspect of the health network's Patient-Centered Experience 2016 initiative, aimed at creating ideal experiences for all patients and their families.



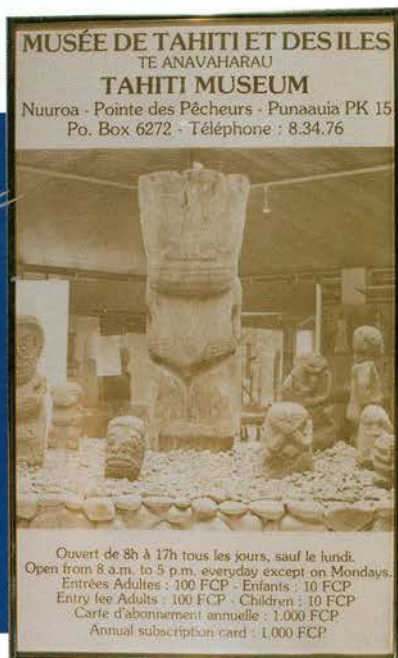
A recent survey gave health network colleagues high marks for respecting cultural differences—good for patient care and effective job performance. These differences can affect how patients relate to caregivers, make decisions and communicate needs, according to medical anthropologist Lynn Deitrick, Ph.D. Cultural differences can translate into day-to-day etiquette. Here are common situations where cultural behaviors may vary:

**Touch:** When meeting a colleague or patient, you reach to shake hands but the other person bows—or hugs you. "Follow the other person's lead, and don't be offended if another style of greeting is preferred," says Jarret Patton, M.D., medical director of the Children's Clinic. "It's just as important not to take offense as not to give offense."

## PCE Toolkit

We are now three years into our 10-year journey to create ideal experiences for our patients and their families. Patient-Centered Experience (PCE) 2016 has numerous projects under way, looking at cultural competency, patient navigation, family presence and more. As part of this journey, many reference materials (articles, books, etc.) have been compiled into the PCE Toolkit, found on its Internet Sharepoint site at <http://lvhsharepoint3/pcetoolkit>. Refer to this toolkit to enhance your knowledge of patient- and family-centered care.





**Cultural clues**—If you visit Lynn Deitrick's office, you'll quickly learn who she is. The Penn State Nittany Lion bobblehead reveals her favorite pastime and her family's heritage: they've lived in Pennsylvania since the 1700s. As an anthropologist, she has an affection for various cultures, evident by the silk wall hanging from China and the framed poster from Tahiti.

**Eye contact:** If a colleague or patient looks down and away while you're speaking, don't assume the person isn't listening. In some cultures, avoiding eye contact is a sign of respect. Continue speaking—the person is probably listening intently.

**Social distance:** If a person backs away or leans toward you while speaking, realize that cultural standards for physical proximity vary. Ask the other person, "Where would you like me to sit or stand?"

**Chaperones:** In some cultures, it's inappropriate for a male to be alone with a female—whether it's a doctor examining a patient or one colleague consulting another. Questions to ask: "Would you prefer talking somewhere more public?" "Shall we ask someone else to join us?"

**Respect:** You may call people by first names but someone else may prefer to be addressed more formally. Asking "How would you like me to address you?" can clear up any confusion.

**Deference to authority:** Your style may be direct and forthright while in another person's culture, contradiction may show lack of respect. Ask open questions. Do say: "Have you reviewed the policy? I'd be interested in your opinion." Don't say: "Some people think this policy is bad—what do you think?"

—Richard Laliberte

## SHARED SUCCESS PLAN

Fiscal Year 2009

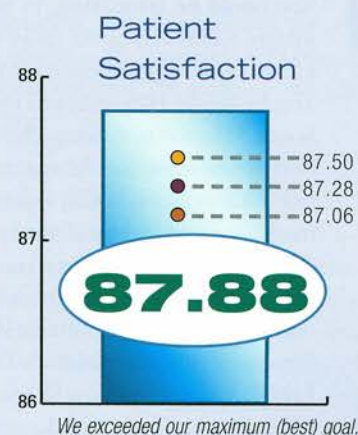
Final Results

Did we reach our goals?

Because we did not meet our budgeted patient services net margin (revenue minus expenses) and expense per case goals, there will be no Shared Success Plan (SSP) payout in 2009. You play a vital role in helping us achieve all our SSP goals to deliver the best possible care to our patients in 2010.

Our FY 09 Goals

- Threshold (Good)
- Target (Better)
- Maximum (Best)





# 5 Things

## You Should Know About Relocating to Mack

Why 'location, location, location' means efficiency



**1 You could be relocating.** In fall of 2010, approximately 1,000 colleagues (who work in administrative offices) will begin moving into the former Mack Trucks World Headquarters on Mack Boulevard in South Allentown. Among the departments most likely to relocate are: finance and patient accounting, risk management, health information management, marketing and public affairs (including 402-CARE colleagues), human resources, organizational development, management engineering, development, information services, Lehigh Valley Physician Group, Physician Hospital Network Development and Lehigh Valley Physician Hospital Organization. The Mack Trucks World Headquarters is about 3 miles from Lehigh Valley Hospital-Cedar Crest.

**2 It's clearly SPPI!** As plans for the initiative proceed, colleagues are looking at the new space and how it can help create synergy among departments. "It's an opportunity to share space in a manner that brings about the greatest efficiency and collaboration," says chief operating officer Stuart Paxton. In fact, Paxton and Brian Hardner, vice president of facilities and construction, are planning to use the A3 Thinking to solve problems and gain agreement. A steering committee of key stakeholders has been formed to oversee the initiative. Learn more about the A3 process on page 4.

**3 It's saving us money.** For these departments, the health network now leases approximately 211,000 square feet of administrative office space in nine buildings in six locations (with six landlords) throughout the Lehigh Valley. By entering into a 20-year lease agreement for office space in the Mack Trucks World Headquarters, we will reduce our cost-per-square-foot. The Mack Trucks world headquarters already has amenities including a cafeteria, auditorium, loading/receiving area and storage area.

**4 ... And saving us time.** Travel expenses associated with colleagues attending daily meetings at multiple sites is costly, in addition to the productive time lost while traveling. By locating colleagues in the same building, they can interact and meet more efficiently, while saving travel expenses and time. Overall, the move is expected to save the health network \$1 million a year.

**5 The bulldog is staying.** The iconic Mack Trucks bulldog that sits prominently outside the building is not going anywhere. "We want to keep the bulldog," says president and chief executive officer Elliot Sussman, M.D. "It's an important symbol of Allentown's history."

—Sally Gilotti



# His Favorite Word: 'Passion'

It's what enticed Joe Felkner to become our new chief financial officer

The passion of colleagues is what Joe Felkner says he first noticed when he visited our health network. And that was before he knew our tagline: *A Passion for Better Medicine*. "Passion is my favorite word," he says. "It takes passion to be successful." It's what solidified his decision to become our new chief financial officer (CFO), replacing Vaughn Gower, who recently retired after nearly 38 years.

Felkner's passion for health care began as a young, athletic boy in Columbus, Ohio. While being treated at his local hospital for a sports-related injury, he was fascinated by the way patients and families received care. "It caught my attention and became my life-long passion," he says.

The experience inspired him to earn a bachelor's degree in accounting and a master's degree in health administration from The Ohio State University. It also served as motivation to overcome the challenges he has faced during his nearly

30-year career. During that time, he successfully led the financial turnaround of a hospital near bankruptcy. And when two hospitals in Columbus, Ohio, merged, Felkner was instrumental in the consolidation effort and developed process improvement methods to significantly increase its bottom line.

Most recently, Felkner was the CFO and chief strategy officer for Baptist Health Care in Pensacola, Fla. It's where he experienced the most devastating event of his life: Hurricane Ivan. "My home looked like a bomb went off," he says. "Our piano was stuck in the front door, and our neighbor's couch ended up in our kitchen."

High winds also ripped holes in the hospital's intensive care unit roof. In the midst of devastation, Felkner witnessed the power of the human spirit. Employees made funnels out of plastic to channel the water away from the unit. "It made us pull together and work as a team," he says.

Happy to substitute snowstorms for hurricanes, Felkner is excited to move to the Lehigh Valley with his wife, Cinda, to take the next step in his career. Their three daughters also work in health care. Allison is a critical care nurse at Duke University Medical Center and headed to Northeastern University in September to become a nurse anesthetist, while identical twins Emily and Abby are studying medical dietetics and physical therapy, respectively, at Ohio State.

Most of all, Felkner is enthused to work where colleagues share his belief in the power of passion—a quality that will serve us well as health care reform draws near. "We'll always have financial challenges in health care," Felkner says. "If we continue to work together to find creative ways to eliminate waste and improve efficiency, we'll be even more successful."

—Rick Martuscelli

**Top three reasons**—New chief financial officer Joe Felkner says the passion, talent and pride of colleagues made him realize this is where he wants to work. "You won't find many places as special as this," he says.





## Tell Us About You

Your questions  
answered at the  
Employee Forums

You can learn more about what's going on at your work site. First, we need your help. Visit the intranet (lvh.com) and click on "Tell Us About You." Then complete the form and ask your questions specifically about the site where you work. Our senior leaders—Elliot J. Sussman, M.D., Stuart Paxton, Ron Swinfard, M.D., Terry Capuano, Jim Geiger, Mark Holtz and Michael Rossi, M.D.—will answer them during the forums at your site.

At the forums, you'll see a new video featuring colleagues and patients who have been transformed by our passion for better medicine. Free seasonal flu shots will be available. Plus, you can register to win a \$50 Visa gift card.

Additional forums will be scheduled. Please check the intranet (lvh.com) for additional dates and times.

### Lehigh Valley Hospital— Cedar Crest *Auditorium*

Tue., Sept. 22; 2 p.m.  
(LVH-CC OR staff only)  
Wed., Sept. 23; 1 p.m.  
Thu., Sept. 24; 2 p.m.  
Tue., Sept. 29; 8:30 a.m.  
Fri., Oct. 2; 2 p.m.  
Tue., Oct. 6; 3 p.m.  
Mon., Oct. 12; 3 p.m.  
Tue., Oct. 20; 4 p.m.  
Thu., Oct. 22; 7 a.m.  
Fri., Oct. 23; 1:30 p.m.  
Thu., Nov. 5; 7:30 a.m.  
Thu., Nov. 12; 8 a.m.  
Fri., Nov. 13; 2 a.m.  
Fri., Nov. 13; 3:30 a.m.  
Wed., Nov. 18; 1 p.m.  
Thu., Nov. 19; 12:30 p.m.

### *Kasych, ECC 6, 7, 8*

Tue., Nov. 17; 6:45 a.m.  
(LVH-CC OR staff only)

### Lehigh Valley Hospital— Muhlenberg *OR Classroom*

Tue., Sept. 22; 6:45 a.m.  
(LVH-M OR staff only)  
Tue., Oct. 27; 2 p.m.  
(LVH-M OR staff only)

### *Banko 1 & 2*

Fri., Oct. 2; 7 a.m.  
Mon., Oct. 5; 11 a.m.  
Tue., Oct. 27; 8 a.m.  
Wed., Nov. 18; 8:30 a.m.

### *ECC Rooms B, C, D*

Fri., Oct. 9; 2 a.m.  
Fri., Oct. 9; 3:30 a.m.  
Tue., Oct. 13; 3 p.m.  
Thu., Oct. 22; 4 p.m.  
Fri., Nov. 13; 11:30 a.m.  
Fri., Nov. 20; 1:30 p.m.

### Lehigh Valley Hospital— 17th Street

#### *Auditorium*

Tue., Sept. 29; 1 p.m.  
Mon., Oct. 5; 3:30 p.m.  
Mon., Oct. 12; 8 a.m.

Tue., Oct. 13; 7 a.m.  
(ASU/PACU/OR staff only)  
Thu., Oct. 22; 11 a.m.  
Mon., Oct. 26; 7:30 a.m.  
Mon., Nov. 2; 3:30 p.m.  
Tue., Nov. 17; 2 p.m.

### 2166 S. 12th St.

#### *1st Floor*

#### *Conference Room*

Tue., Oct. 6; 12:30 p.m.  
(LVPG staff only)  
Thu., Oct. 8; 2 p.m.  
Tue., Oct. 13; 11 a.m.  
(LVPG staff only)  
Mon., Oct. 19; 2:30 p.m.  
Fri., Nov. 13; 8 a.m.  
(Home Health staff only)  
Mon., Nov. 16; 2 p.m.

### 1245 S. Cedar Crest Blvd.

#### *Conference Room*

Mon., Sept. 14; 9 a.m.  
(I/S staff only)

### 1249 S. Cedar Crest Blvd.

#### *Lower-Level*

#### *Conference Room*

Fri., Oct. 23; 7:30 a.m.

## Guide to Our Care

### LVPG

For more than two decades Pat Toselli, D.O., Gregory Brusko, D.O., Guillermo Garcia, M.D., and Gerardo M. Garcia, M.D., Surgical Associates have delivered the highest-quality surgical care with the utmost compassion. They specialize in general surgery, treating benign and malignant disorders of the breast and colon, gastrointestinal endoscopy, laparoscopic surgery and bariatric (weight-loss) surgery. Find them in Allentown, Bethlehem and Bethlehem Township.

### Neurosurgery

Lehigh Valley Health Network offers advanced, state-of-the-art treatment for the most serious conditions that require brain surgery. Our neurosurgeons come from world-renowned hospitals. They are skilled and compassionate, offering you and your loved ones the most advanced treatments available today.

### Radiology

We've added new technology to our diagnostic services. We have two new Infinia Hawkeye 4 scanners—the latest hybrid SPECT/CT scanners available—that provide quick and confident diagnoses for patients with heart disease, cancer and orthopedic problems. This new technology is designed with comfort in mind, ensuring high-quality studies the first time. The scanner bed is also easy to get on and off, making patients comfortable from start to finish.





# The Buzz in Our Community

## Dan Lozano, M.D., Stresses Safe Summer Fun

Cookouts, trips to the shore, dips in the pool, ball games and fireworks. All are ways to enjoy the summer. But good times can turn tragic if we're careless. That's the message burn surgeon **Dan Lozano, M.D.** (left), the health network's chief of burn care, gave to the community during the Lehigh Valley DUI/Highway Safety Task Force's recent press conference. The event was held at the America on Wheels transportation museum in Allentown. Covering the event were 69 News (WFMZ-TV) and Blue Ridge TV-13.

Read and view our news online. Go to [lvhn.org/news](http://lvhn.org/news) for the latest media coverage!

### Other headline-makers:

- During the U.S. Women's Open at Saucon Valley Country Club, pro golfers held a fund-raiser for the health network's **Breast Health Services**. 69 News and *The Morning Call* covered the event.
- Director of emergency services **William Zajdel, D.O.**, was interviewed for a 69 News story about care the network gave to spectators at the U.S. Women's Open.
- *The Morning Call*, 69 News, *The Philadelphia Inquirer*, *The Intelligencer Record*, *The Express-Times* and *The Times News* featured the **health network's move to Mack Trucks World Headquarters** in Allentown.
- Community health's program development director **Cathy Coyne** was interviewed by 69 News about the

health network's participation in a community health survey.

- *The Morning Call*, *The Express-Times* and *The East Penn Press* featured the health network's achievement of making the **U.S. News and World Report's "America's Best Hospitals"** in two specialties for the 14th consecutive year.

—Matthew Burns

## R&R Spotlight

Every month, (l-r) **Russ Sutton, R.N.**, **Loretta Pendry** and other Reward and Recognition (R&R) committee members from Lehigh Valley Hospital–Muhlenberg's operating room host events to thank colleagues for their excellent work. Many of these events also support our community. They collected school supplies for Allentown's Central Elementary School, and toys for the Jared Box Project. Considering they also host events celebrating colleagues' years of service and birthdays, it's no wonder they won the 2008 Star Celebration Award for being the most creative R&R team.

**Does your department have unique R&R activities?** If so, call 610-402-3175 or e-mail [Richard.Martuscelli@lvh.com](mailto:Richard.Martuscelli@lvh.com) and share your story in *CheckUp*. Learn more R&R ideas on the human resources Web site.



## Heart Care

We're studying the effectiveness of an implantable device that detects increased pressure inside the heart due to fluid retention—a problem for people with heart failure. The device transmits information over phone lines. Physicians use it to determine if medications need to be adjusted because the pressure is too high or low. The study will determine if hospitalizations can be avoided when fluid retention is addressed quickly.

## Burn Care

Outlying communities now have access to better burn care. Using state grant funds, we're partnering with 27 regional hospitals and mobile surge facilities to supply them with burn carts. They contain equipment needed to care for burn patients when transfer to our Regional Burn Center is delayed or impossible because we're caring for numerous patients in a disaster situation.

## Children's Care

For 9-year-old Ryan Yaindl of Coopersburg, happiness is baseball and cancer care close to home. Yaindl, who has Hodgkin's lymphoma, was the winner of the health network's Pork Illustrated cover design contest, in which pediatric patients were invited to draw what makes them happy. His artwork was featured on the IronPigs program cover for four games. See his drawing and other entries at [lvhn.org](http://lvhn.org).



# HAPPY ANNIVERSARY

## September 2009

### 40 Years

**Loretta Berta**  
Operating Room  
**Susan Heffner**  
7A Neuroscience Unit  
**Linda Konrad**  
Children's Clinic  
**Jean Snyder**  
Emergency Services

### 35 Years

**Carol Balcavage**  
Enteostomal Therapy  
**Barbara Barr**  
Nursing Float Pool  
**Mary Bowers**  
Ambulatory Surgical Unit  
**Margaret Connell**  
ASU-PACU/OR  
**Deborah Cornwell**  
MICU/SICU  
**Helene Dempsey**  
The Guidance Program  
**Leslye Durilla**  
Ambulatory Surgical Unit  
**Susan Horwath**  
Case Management  
**Linda Iannelli**  
Sleep Disorders Center  
**Leoma Kern**  
Open Heart Unit  
**Joseph Kristopaitis**  
Progressive Coronary Care Unit  
**Cheri Lawrence**  
Sterile Processing  
**Patricia Slane**  
Progressive Coronary Care Unit  
**Raymond Smith**  
Respiratory Care Services  
**Nancy Snyder**  
7C Medical-Surgical  
**Dorene Svanda**  
Family Health Center  
**Janice Swoyer**  
Adult Psychiatry  
**Bernard Valasek**  
Nuclear Medicine  
**Bernadette Woodring**  
Information Services  
**Ann Zeravsky**  
Nursing Education

### 30 Years

**Debra Binder**  
Labor & Delivery  
**Denise Bodish**  
Adolescent Psychiatry

**Louis Bottitta**  
Spectrum Administrators  
**Linda Cresko**  
Breast Health Services  
**Frances Kowalewski**  
MICU/SICU  
**Ann Matus**  
5K Medical-Surgical  
**Tammy Schaeffer**  
Trexlerstown Medical Center  
**Beverly Tibbott**  
MICU/SICU  
**Linda Winkelspecht**  
Pre-Admission Testing

### 25 Years

**Michelle Adamcik**  
Medical Records  
**Jose Alvarez**  
General Services  
**Teresa Bogert**  
4T Medical-Surgical  
**Cathy Cerami**  
Hematology Oncology Associates  
**Jennifer Ebert**  
Central Scheduling  
**John Hart**  
Medical Staff Services  
**Elaine Iachini**  
College Heights OB/GYN  
**Kay Kern**  
ASU-PACU/OR  
**Kathleen Knapp**  
Neuroscience Research  
**Donna Knappenberger**  
Open Heart Unit  
**Cathleen Moser**  
Short Stay Hospital  
**Lynne Richard**  
Medical Records

### 20 Years

**Noreen Bachman**  
Community Health  
**Elizabeth Bayri**  
Operating Room  
**Joan Conway**  
Neurophysiology Lab  
**Janice Ellex**  
HealthWorks  
**Carol Forrester**  
Radiology  
**Darlene Hamerschock**  
Case Management Systems  
**Michele Kratzer**  
Adolescent Psychiatry  
**Constance Malick**  
Case Management

**Elizabeth Seislove**  
Trauma Development  
**Charlene Silva**  
Lehigh Valley Anesthesia Services  
**Joan Wrona**  
Pharmacy

### 15 Years

**Nancy Berrier**  
Medical Records  
**Gail Keinert**  
Information Services  
**Melissa Reph**  
ABC Family Pediatricians  
**Jessica Zambrana-Giacalone**  
Accounts Payable

### 10 Years

**Shannon Adamchik**  
Emergency Services  
**Sandra Boyle**  
Labor and Delivery  
**Karen Christman**  
Maternal Fetal Medicine  
**Selicia Chronister**  
Managed Care - Marketing  
**David Clymer**  
Hamburg Family Practice Center  
**Carolyn Cochrane**  
Emergency Medicine  
**Brenda Diaz**  
Adolescent Psychiatry  
**Robin Eckert**  
Patient Accounting  
**Erica Fajardo**  
OB/GYN Associates  
**Stacy Grietzer**  
Regional Heart Center  
**Sheila Grossett**  
Float Pool  
**Delsin Lindtner**  
Short Stay Hospital  
**Brian Martin**  
Information Services  
**Karen McCarty**  
Lehigh Valley Physician Business Services  
**Joseph Moerder**  
LVP  
**Cynthia Pape**  
Spectrum Administrators  
**Angela Pospischil**  
CECE Center  
**Tracy Remaley**  
Nursing Float Pool  
**Kimberly Renninger**  
MICU/SICU



## Celebrating 40 years!

**Loretta Berta**  
Operating Room

### Most Memorable Moment Here

Scrubbing in on open-heart surgeries with Anthony Panebianco, M.D., and Luke Yip, M.D.

### My Inspiration

The really great and dedicated people I work with. They keep me young.

### Best Virtues

Dependability, fairness, dedication to keeping the schedule moving on the 3 p.m.-11 a.m. shift

### Other Areas Where I Worked

I've always worked in the OR

### Favorite Pastimes

Sewing, quilting, reading, traveling and spending time with my grandchildren

### Favorite Cafeteria Foods

Salad bar and soups

**Maryellen Roos**  
Medical Records

**Harry Savage**  
Supply Distribution Services

**Kathleen Schaeffer**  
Credentialing Services

**Mary Serfass**  
Specialty Coding

**Stacy Sieger**  
Spectrum Administrators

**Bernard Smith**  
LVHS - Finance

**Kristen Suda**  
College Heights OB/GYN

**Evet Vega**  
Base Service Unit

### 5 Years

**Faith Alvarez**  
Adult Psychiatry

**Luzes Aybar**  
Medical Practice Center

**Cynthia Bailey**  
Emergency Services

**Nicole Baker**  
Interventional Radiology

**Tia Beers**  
Perinatal Unit

**Jennifer Berghold**  
Partial Hospitalization

**Aaron Bleznak**  
Surgical Oncology

**George Brzostowski**  
Psychiatry

**Melissa Carmody**  
Occupational Therapy

**Rhonda Churico**  
MICU/SICU

**Luann Dailey**  
Lehigh Valley Physicians Practice

**Lorraine Dickey**  
Neonatology

**Lori Evans**  
Surgical Oncology

**Marie Finocchio**  
Progressive Coronary Care Unit

**Pamela Fischer**  
Pastoral Care

**John Geracchi**  
Pastoral Care

**Rose Grimshaw**  
College Heights OB/GYN

**Rickard Gubich**  
Plant Engineering

**Claudia Haughney**  
Information Services

**Lindsey Hricak**  
Perinatal Unit

**Alfred Jordan**  
Sterile Processing

**Melissa Kisegy-Kemmerer**  
6T Medical-Surgical

**Bardhyl Kobijla**  
Heart Station

**Steven Laughlin**  
Radiology

**Kara Lehner**  
Emergency Services

**Hector Lopez**  
TNICU

**Charlett Loveless**  
Nursing Float Pool

**Daniel Lozano**  
Burn Center

**Christopher Lycette**  
Neurosurgery

**Steven Milinchuk**  
Health Studies

**Constance Moll**  
Cancer Center Research

**Emily Montilla**  
Regional Heart Center

**Susan Nabhan**  
Cardiovascular Research

**Sandra Olm**  
Cardiac Cath Lab

**Noel Penaloza**  
Sterile Processing

**Kelly Pica**  
OB/GYN Associates

**Judith Prinz**  
ABC Family Pediatricians

**Thya Riley**  
6B Medical-Surgical

**Dynora Rivera**  
Operating Room

**Catherine Shelly**  
Hospitalist

**Cynthia Smith**  
Hospice

**Pamela Sonon**  
Hamburg Family Practice Center

**Lisa Stenger**  
6T Medical-Surgical

**Benjamin Steward**  
Lehigh Valley Heart and Lung Surgeons

**Brian Thompson**  
Information Services

**Mirit Wartell**  
Operating Room

**Ann Yarnall**  
Lehigh Valley Anesthesia Services

**Colleen Yob**  
MICU/SICU

**Michael Zerbe**  
Physical Medicine